

INTER-OFFICE MEMO

TO: Mike Matthes, City Manager

FROM: Carol Rhodes, Assistant City Manager

DATE: December 27, 2011

RE: Stephens Lake Park Fest 2012

Thumper Entertainment has submitted a request to hold a concert in Stephens Lake Park (east end of the park) on Saturday, June 16, 2012 from 5:00 p.m. until 11:00 p.m.

This is a ticketed event that will include food and alcohol sales. While alcohol consumption is allowed in Stephens Lake Park, existing city ordinances do not allow for the sale of alcohol in Stephens Lake Park.

Secondly, in lieu of Parks and Recreation Department fees established by Section 17-161 of the city code, Thumper Entertainment is proposing to make a permanent gift to the city by donating ten trees to Stephens Lake Park.

Section 17-161 of the City's code of ordinances establishes all of the Park and Recreation Department fees.

3) Park Facilities - The schedule of fees for use of park facilities (disc golf course, MKT Trail, mountain bike course, radio control areas, roller hockey, skateboard park, etc.) will apply when the facilities are used semi-exclusively or exclusively by the renter and the renter charges participation fees:

Adult Participation Fee per game/event per day:

Activity Fee 1.60

User Fee 0.60

Youth Participation Fee per game/event per day:

Activity Fee 1.60

User Fee 0.45

Section 17-161-K(3) sets the fees for use of park areas/facilities when the park and/or park facilities are used exclusively or semi-exclusively by an private individual/group/organization and that person/organization charges participation fees to participate in their event. The participation fee consists of two components, an activity fee (applied to operating budget revenues) and a user fee (set aside in a sinking fund for future capital improvement projects). The total of the two fees combined is the participation fee charged. Participation fees are established for both adult and youth. Adult fee is \$2.20 and youth fee is \$2.05.

The Parks and Recreation Department also has a Memorial/Heritage Tree program. A donation of ten trees to Stephens Lake Park could be processed through the Heritage Tree program. A donation of ten trees at \$250/tree for a total of \$2,500.

Memorial Tree Program

Sponsored by the Columbia Parks and Recreation Department, the Memorial/Heritage Tree and Bench Program allow groups and individuals to donate trees and benches to commemorate special events or as memorials to loved ones. Trees and benches purchased through the program are planted and placed in city parks, trails, golf courses and playgrounds. Exact placement is at the discretion of the Parks and Recreation Department.

Suggested Council Action:

1. Council direction regarding the sale of alcohol in Stephens Lake Park for the Stephens Lake Park Fest 2012;
2. Council assess fees per Section 17-161 of the city ordinance; or, accept tree donation through the Parks and Recreation Heritage tree program;
3. Council direct the Special Events Committee to bring back an operations agreement which shall include, but is not limited to, security plan, transportation plan, accessibility plan, etc.

Attachments:

Thumper Entertainment – Stephens Lake Park Fest 2012

Musical Festival Comparable Park Fees

Memorial/Heritage Tree & Bench Program

Stephens Lake Park Fest 2012

Event: Concert in Stephen's Lake Park

Date: Saturday, June 16th, 2012

Time: 5:00pm-11:00pm

Location: East end of Stephen's Lake Park

Produced By: Thumper Entertainment

Mission Statement: We believe that the shared experience of live music promotes harmony among people from all walks of life.

Goal: To shine a spotlight on Stephen's Lake Park and promote sustainability of our parks. Thumper Entertainment would like to give a permanent gift by donating ten trees to Stephen's Lake Park in lieu of fees.

Set-up: Friday, June 15th, 8am – 5pm

Tear down: Sunday, June 17th, 8am-5pm

Attendance: Approximately 4,000 people

Target Audience: Young adults 18-34 years old. Students from the University of Missouri, Stephen's College, and Columbia College. In addition we will reach out to our loyal Roots N Blues N BBQ fans. Our media will reach a 90-mile radius and we expect to draw crowds from neighboring towns.

Admission: Ticketed event, ticket gate located at the North East corner of the park

- **Ticket Windows:**
 - Early Bird April 16 – April 30
 - General Admission May 1- June 16th
- **Advertising Window:**
 - April 1 – April 15 Creative #1 Early Bird Tickets
 - April 16- April 30 Creative #2 Early Bird/GA Tickets
 - May 28 – June 16 Creative #3 GA Tickets

*Tickets will be on-sale at the Blue Note box office and online. Student tickets available at MSA box office.

Alcohol: Two 10x30 beer tents, Serving a full bar from 5pm-11pm

Food: 3-4 food vendors--burgers, tacos, lemonade, ice-cream, kettle corn

Parking: Fans will park in the Boone Hospital Medical Plaza and either walk to the park or catch our shuttle over to the entrance. Bike Parking will be available in the festival area for those who choose to ride their bikes to the event.

Tents:

- (1) 10x20 Production
- (2) 10x10 Production
- (1) 10x10 Artist Merch
- (1) 20x20 Artists Hospitality
- (1) 40x40 VIP
- (1) 10x15 Ticket Gate
- (2) 10x30 Beer tents

Operations:

- Stage will sit at the South East corner of the park
- 36 regular porta potties, 4 ADA accessible porta potties
- 6ft chain link fencing will run along the west and north sides of the proposed area
- Bike racks will mark off the back stage and VIP areas
- 8 paid security in addition to normal staffing that will ensure a safe and incident-free event
- Artists busses, production crew, and vendors will park in the "East Parking Lot" #32

Contacts:

Betsy Farris

President

bfarris@thumperentertainment.com

573-694-3333

Jessica Brown

Festival Director

jbrown@thumperentertainment.com

816-786-9134

Stephens Lake Park Fest 2012 Accessibility Plan

Thumper Entertainment has worked hard to create an accessible event for all music lovers to enjoy at Stephens Lake Park.

Special ADA parking will be set-aside in the SLAC parking lot. Parking will be available on a first come, first serve basis. We will have volunteers working to assist fans as they arrive.

Pets are not allowed within the event grounds. However service animals, which have been trained to provide assistance to an individual with a disability, are welcome. The owner of the animal may be asked to describe the type of service the animal provides.

Fans should enter off of Walnut. We will have volunteers directing folks as they enter Stephens Lake Park. Fans with special needs will be assisted. We'll have a walkway available from the sidewalk to the grounds area.

Thumper Entertainment will provide 4 ADA accessible porta potties. We're estimating total attendance around 4,000.

A VERY SPECIAL THANKS TO:

Chuck Dudley

John Simon

Shane Creech

And all of those involved in making the Stephens Lake Park event accessible and enjoyable.

Please contact Betsy Farris at Thumper Entertainment for any additional information. 573-694-3333. bfarris@thumperentertainment.com.

Stephens Lake Park Severe Weather Sheltering Plan June 16th, 2012

Situation:

Community wide festival at Stephens Lake Park in Columbia Missouri involving 1,000 to 5,000 fans, vendors, entertainers and staff.

With the occurrence of a significant weather event effecting the City and Park area of Columbia a sheltering plan should be implemented.

Notification:

The command center will monitor weather and be aware of notifications and warnings. Outdoor warning sirens may be activated, NOAA weather monitors may be activated, and lighting monitors may be activated.

Procedure:

Notification to the public should be made well in advance of severe weather—a minimum of 30 minutes.

Persons should be directed to leave the area, if time allows, in a direction with non-storm involvement. Do not try to out run the storm.

Should persons be required to stay in the area they should **seek shelter:**

- In a stable structure, lower level (below grade), without windows or expansive ceilings. In the event of such an emergency, the following locations have granted access to appropriate structures for shelter:
 - **Sam's Club**
101 Conlay Rd. Columbia, MO 65201
Point of contact:
Can accommodate:
 - **Stephens Lake Activity Center**
2311 E. Walnut St.
Point of contact: Karen Ramey, 573-874-6397
Can accommodate:

- If no building interior shelter is available parking structures may be used but not preferred. (this alternative is better than being in the open)
 - Beware of potential debris
 - Beware of potential car movement
 - Crouch low near a side wall or behind support piers
 - An enclosed stairwell without glass
- If in the open lay flat in a low area that will not flood
- If you are on the road in your vehicle exit and lay in a non-flooding ditch
- If tornado strength winds are expected do not shelter in your vehicles

The included templates will be used for messages to the audience along with the information shared above. The message should be completed accurately at the "Command Post" and then disseminated to the various contact points for notification.

The National weather Service may be contacted directly at any time with following contact information:

Jim Kramper
Warning Coordination Meteorologist
National Weather Service, St. Louis, MO
636-447-1876 - Unlisted Administrative Line
636-441-8216 - Media Line
636-441-8467 - Public Line

Warning Script: Severe Thunderstorm

The National Weather Service in St. Louis has issued a
Severe Thunderstorm Warning for Boone County until
_____ (enter time)

A severe thunderstorm was near _____ (town)
Moving _____ (direction) at _____ mph.
Towns in the path include: (list towns given in the warning)

This storm will produce:

Hail _____ (size)

Wind gusts _____ (speed)

Any other information you would like to include.

Warning Script: Tornado

The National Weather Service in St. Louis has issued a
Tornado Warning for Boone County until
_____ (enter time)

A severe thunderstorm with strong rotation was near
_____ (town), or

A tornado was reported by _____ (source)

Moving _____ (direction) at _____ mph.

Towns in the path include: (list towns given in the warning)

People in the path should take cover immediately!

Any other information you would like to include.

Comparable Festivals in City Parks

Austin City Limits (ACL)

Date: October 12th-14th

Attendance: 75,000 people in attendance each day.

Number of Years in Operation: 2002-2011

Length: 3 Day Festival

Hours: 11am-10-pm with After-shows

ACL Sponsors: Bud Light, AMD, Dell, AustinVentures, Google Plus, Honda, BMI, Vista Equity, HEB, Radioshack, One Hope, H2O-Natural Spring Water, Tito's Vodka, Ambhar Tequila, American Airlines, Sweet Leaf Iced Tea, CamelBak, The Nature Conservancy, Mrs. Meyers Clean Day, VH1, Time Warner, GroupMe, CultureMap, GroovesHark, Six Radio Stations.

Venue Size: Zilker Metropolitan Park, 350 acres of publicly owned land. Can hold 75,000 people max.

Vendors Information: 30 Vendors Total

Food & Beverage Offered:

Pizza, Ice Cream, Steak, Burgers, Fish & Chips, Lemonade Stands, Sausage, Bratwurst, Kettle Corn, Freebirds World Burrito, Chips & Salsa, Mexican Food, Pancakes on a stick, Frito Pie, Fried Chicken, Baked Potato, Chicken Wings, Fried Pickles, Fried Twinkies, BBQ, Slushies. Lasagna.

Local Restaurants also have booths set up in ACL selling one of a kind menu items from their restaurants often a cheaper price than normal. Often popular food trailers can become full time restaurants in Austin if they do well at ACL several years in a row.

Beer: Only Heineken and Anheuser Busch Products available. Have received criticism for not supporting local breweries in Texas such as Shiner.

Art Market Vendors: 33 Local and non local vendors such as Toms shoes are showcased in the Art Market area of the Festival. Many of the Art Market vendors are very much environmentally aware.

Ticket Prices:

Souvenir Tickets: \$50

Early Bird Tickets: \$185

Regular: \$200

One day passes range from \$90 and up.

VIP Information

Tickets: \$1050.00 for a 3 day pass.

Includes: Gourmet happy hour with guest chef tastings, catered food, complimentary wine, beer & specialty drinks, mini spa treatments, shade & relaxed seating, air conditioned restrooms, VIP parking

pass(with purchase of 4 VIP passes)

Causes & Programs ACL promotes

Every ticket purchased supports to improve Austin Parks and the Austin Parks Foundation

Rock & Recycle Program: Fill a bag with recyclable items and exchange it for a organic t-shirt and a chance to win a bike.

Refill and rehydrate: CamelBak filling stations throughout park with free filtered water.

Travel Green: Ride festival shuttle, ride a bike and a bike tent is available for repairs and fixes.

Carbon Footprint: Fans can purchase a carbon offset from an energy company, when buying tickets extra \$3.00 to ticket offsets CO2 emissions.

One: Organization that fights extreme poverty and preventable disease in africa

SIMS: Provides mental health and addiction recovery services for austin area musicians.

Nature Conservancy: Preserves and protects water resources for future generations

Grounded in Music: Delivers power of music to disadvantaged Austin youth

Lollapalooza

Date: Aug 3rd-5th

Attendance: 270,000

Years in Operation: 15 Years

Length: 3 Days

Hours: 11:30AM-10PM

Sponsors: Bud Light, Music Unlimited, Sony, PS3, Google, BMI, Toyota, Citi, Dell AMD, Redbull Music Academy, Adidas, Estancia, State Farm, F.Y.E, RadioShack, H2O, Sweet Leaf Tea, Fender, Whole Foods, Challenge Post, Patron Tequila, Sailor Jerry Spiced Rum, Tito's Vodka, CamelBak.

Venue Size: Grant Park 319 acres

Media Partners: the Onion, groupme, Slacker, VH1, flavorpill, Do312, 93XRT, Billboard, MTV, MTV2, SPIN, Time Out Chicago, Filter, NYLON, Groovespark, CMJ, Raxwel

Vendor Information: 39 Vendors total

Food & Beverage Offered: Chicken tenders, Burritos, Tacos, Pizza, BBQ, Lobster, Sausage, Lemonade Stand, Pretzels, Gyros, Brats, Hotdogs, Italian Ice, Ice Cream, Coffee, Ribs, Tea, Vegan options, Smoothies, Italian Food, Spring Rolls, Asian Food.

Beer: Becks, Budweiser, ShockTop, Budlight, Landshark, Hoegaarden. 16oz draft beer- \$6

Art Market: Vendors selected for individual causes. All vendors somehow promote environmental awareness through various ways. Crafts, jewelry, clothing companies, photography are some of the items showcased.

Ticket Prices:

3 Day Passes:

Early Bird \$185

Regular \$218

Single Day Tickets:

Friday-Sunday \$90

VIP Information

Tickets: \$850 3 Day Pass

Includes: Catered Food, mini spa treatments, air conditioned restrooms, shaded and relaxed lounge seating, unlimited access to Lolla Lounge north & south, viewing platforms of main stages, beer and wine.

Causes & Programs Lollapalooza Promotes

Rock & Recycle: Win a shirt for filling up a bag with recyclable items.

Waste Diversion: Recyclable Waste Items, composting stations, refilling stations for water provided by CamelBak.

Transportation: Partnered with local nonprofit biking organization to provide bike valet service. Fans can arrange carpooling through a website connected with Lollapalooza.

Volunteers: 3 teams of volunteers make sure all green programs run smoothly and spread the word.

Chicago Park Improvements: Parkways Foundation funds park projects all over Chicago. Lollapalooza has generated of \$8,000,000 in revenue for the foundation.

Many organizations and foundations are supported that spread the environmental sustainability message. Everything from locally grown food to clothing made from organic materials.

LouFest Music Festival

Date: August 27, 28th

Estimated Audience:

Day 1: 7,500

Day 2: 5,000

Years in Operation: 2

Length: 2 day festival

Hours: 12pm-10pm

Sponsors: Bud Light, Schlafly Beer, Whole Foods Market, Pearl Vodka, Kaldi's Coffee, Euclid Records

Venue Size: Forest Park Central Field, Park is 1,293 acres total.

Media Partners: Riverfront Times, Filter Magazine, St. Louis Public Radio, metromix, Yelp, St. Louis Post Dispatch, Do314, Vital Voice, Alive, 102.3 BXR

Community Partners: AT&T, Les Bourgeois Vineyards, Boeing, Energizer, Chipotle, Mountain Dew, Johnny on the Spot, Trailnet, St. Louis Earth Day, 3Degrees, PurePower (Ameren), State Farm, The Chase Park Plaza, Rubin Brown, Metro Transit, Sante Fe Natural Tobacco Company (American Spirits),

Vendor Information: 14 total

Food & Beverage: Veggie Burgers, Burritos, Cheeseburgers, Chicken Tacos, Nachos, Chicken Salad, Cupcakes, Crepes, Hummus, Chicken Wings, Grilled Cheese, Turkey Sandwich, Beef Brisket, Chicken Fingers, Ravioli, Pulled Pork, Pizza, Drumsticks, Ice Cream, Roots Beer Floats.

Retail Vendors: Alpine Shop, Blue Bird Denim, Conversation Peace, Retro 101, Pump Bottle Mistery, Miss Ohio Vintage, Pairbelles, Stellar Batik, STL Style, Just Liv, Consolare.

Beer: Schlafly Beer, Bud Light

Ticket Prices:

Presale: \$49

EarlyBird: \$59

Regular: 1&2- Day Pass \$38/\$64

VIP Information:

2 Day VIP Experience Pass: \$250

Backstage Lou Lounge Access, Catering, Open Bar, Kaldi's Coffee, Massages

2 Day VIP Full Access Pass: \$450

All the benefits of VIP Experience plus on stage seating for all the bands, on site parking, commemorative poster.

Causes & Programs LouFest Promotes

Travel Green: Free valet bike parking provided by Trailnet, routes available showing how to get to LouFest from multiple areas in St. Louis. The Metro will be available to take people to Forest Park Trolley that unloads at Central Field where LouFest is located.

Reducing Waste: Food and beverage vendors can only use recyclable waste and containers. Recycling sorting station with volunteers will be set up around the festival to help sort through recycling and landfill materials.

Reducing Carbon Footprint: With the help of partners, LouFest 2011 has purchased credits and offsets for all electrical use and all band and audience travel.

Ecozone: Local organizations committed to conservation, recycling & clean energy have booths set up at the Ecozone area.

MUSIC FESTIVAL COMPARABLE PARK FEES

	Daily Ticket Sales	Daily Park Rental Fees	Ticket Fee	Set Up/Tear Down	Damage Deposit	Maint Fee	Daily Electrical Fee	Sound Permit	Application Fee
Austin City Limits	65,000	\$5,000	\$1/ticket/day	\$500 per day	\$2,500	\$400	\$500	\$30	\$0
Lollapalooza	25,000	\$11,505	\$1/ticket/day	50% daily fee per day	\$5,050	\$0	NA	NA	\$35
LouFest	10,000 (approx)	\$3,750*	NA*	25% daily fee per day*	\$1,000	\$0	NA	NA	NA
*Negotiated with sponsorship - see below for details									

Event and Fee Details

1. Austin City Limits Music Festival, Oct 12 – 14, 2012

Location: Zilker Metropolitan Park (351 acres), Austin, TX

Ticket Price: Three day pass fee-\$50 early bird/\$200 regular

Attendance: 65,000/day – sold out

Austin Special Event Fee Schedule: <http://www.ci.austin.tx.us/parks/rentalevents.htm>

City of Austin Special Event Fees

- Daily park rental fee for 10,001 or more persons: \$5,000 per day
(Note: Fee for attendance of "1,000 – 10,000 persons" is \$3,000 per day with similar fee structure as stated below)
- Ticket fee: \$1 per ticket sold/per day for events anticipating 1,000 or more persons
- Set up/tear down per day: \$500
- Damage deposit: \$2,500
- Maintenance fee: \$400
- Daily electrical fee: \$500 (reduced to \$250 for less than 10,000 attendees)
- Amplified sound permit: \$30
- Application Fee: \$25

Contact: Jason Maurer, Sales Special Events Coordinator

Phone/Email: (512) 974-6700/Jason.Maurer@austintexas.gov

2. Lollapalooza Music Festival, August 3 - 5, 2012

Location: Grant Park (300 acres), Chicago, IL

Ticket Price: Three day pass at \$185 early bird/\$215 regular.

Attendance: 25,000/day

Chicago Parks and Recreation Special Event Application:

<http://cpd101.com/resources/permits.home/home/Permits%20-%202011%20Special%20Event%20Permit%20Application.pdf>

Chicago Park District Special Event Fees

- Corporate level daily park rental fee (set up/tear down days are charged at half-price)*
Level 1/50-800 attendees: \$6,900 per day
Level 2/801 – 2,500 attendees: \$9,300 per day
Level 3/unlimited attendees - \$11,505 per day
*Non-profit organizations are charged half the rental fee rate for athletic, corporate events or festivals and concerts.

Lollapalooza (cont)

- Ticket fee: \$1 per ticket sold/per day
- Set up/tear down per day: 50% of daily rental fee
- Security/damage deposit for Corporate Levels 1, 2 and 3: \$2,020/\$3,030/\$5,050
- Amplified sound fee: NA
- Application fee: \$35

Contact: Aricka Jones, aricka.jones@chicagoparkdistrict.com or Alonzo Williams at Alonzo.williams@chicagoparkdistrict.com

Phone/Email: (312) 742-4847 -subject to change with interdepartmental restructuring as of 12/19/11

3. LouFest Music Festival, August 25 – 26, 2012

Location: Forest Park (500 acres), St. Louis, MO

Ticket Price: Two day pass - \$50 pre-sale - \$70 regular.

Attendance: estimated at 10,000/day

Special Event Application and Ticketed Event Policy in St. Louis Parks:

<http://stlouis-mo.gov/government/departments/public-safety/special-events/documents/>

City of St. Louis Ticketed Special Event Fees:

- Daily park rental fee for ticketed events: Fees are assessed at \$.05 per square foot of park area to be used per day. LouFest negotiated a sponsor/vendor rate of \$3,750 per day, \$7,500 two day total, (discounted from a daily fee of \$7,403, \$14,806 total, based on the \$.05 cent rate) for the two day festival including waiver of the set up/tear down day fees. The City of St. Louis is listed as a presenting sponsor. The City's underwriting of the event has been reduced each year since its inception in 2010. There is a mutual understanding that LouFest will eventually pay full fees.
- Ticket fee: NA
Ticketed Event Policy in St. Louis City Parks states: "Rental fees for ticketed events monetarily benefiting the Park Department directly will be waived if the donation to the Park Department meets or exceeds the rental fee to be assessed."
- Set up/tear down per day: Set up and break down days are assessed at 25% of total square footage used
- Security/Damage deposit: \$1,000
- Amplified Sound Fee: NA
- Application Fee: NA

Contact: JoAnn Anderson, City of St. Louis Park Department

Phone/Email: (314) 289-5344/andersonjo@stlouiscity.com

MEMORIAL / HERITAGE TREE & BENCH PROGRAM

Sponsored by Columbia Parks and Recreation, the Memorial/Heritage Tree and Bench Program allows groups and individuals to donate trees and benches to commemorate special events or as memorials to loved ones. Trees and benches purchased through the program are planted and placed in city parks, trails, golf courses and playgrounds. Exact placement is at the discretion of the Parks and Recreation Department.



Note: There are no longer tree locations available on the MKT Trail or Flat Branch Park. The Parks and Recreation Department may limit other locations as needed.

TREE PROGRAM

Cost of the program is \$250 per tree. This includes the tree, plaque and continued maintenance of the tree (fertilizing, pruning, mulching, etc.). After the tree is planted, the contact person will receive a certificate and map of the planting location for each tree. Trees ordered from April 1 through October 15 will be planted in the fall. Trees ordered October 16 through March 31 will be planted in the spring. Plaques will be installed approximately 6-8 weeks following planting. For more information, call the Parks and Recreation Forestry Office at 573-874-7520.

RECOMMENDED TREES*

Sawtooth Oak	Redbud
Bur Oak	Tulip Tree
White Oak	Yellowwood
red Maple	Norway Spruce
Sugar Maple	Bald Cypress
Sweetgum	London Planetree
Swamp White Oak	

* Species selection will depend on location chosen. If appropriate to the site, other species may also be considered. Please discuss your preference with the city forester.

TREE ORDER FORM

Contact Name: _____

E-mail Address: _____

Phone number: _____

Mailing address: _____

Preferred Species (first choice):

Alternate: _____

Please select one: ☐ Memorial ☐ Heritage

City park preferred: _____

Plaque to read: (Max 8 lines, 20 letters/spaces per line)

Make checks payable to: Columbia Parks & Recreation

Mail check & order form to:

Columbia Parks & Recreation
Memorial/Heritage Program
1507 Business Loop 70 West
Columbia, MO 65202